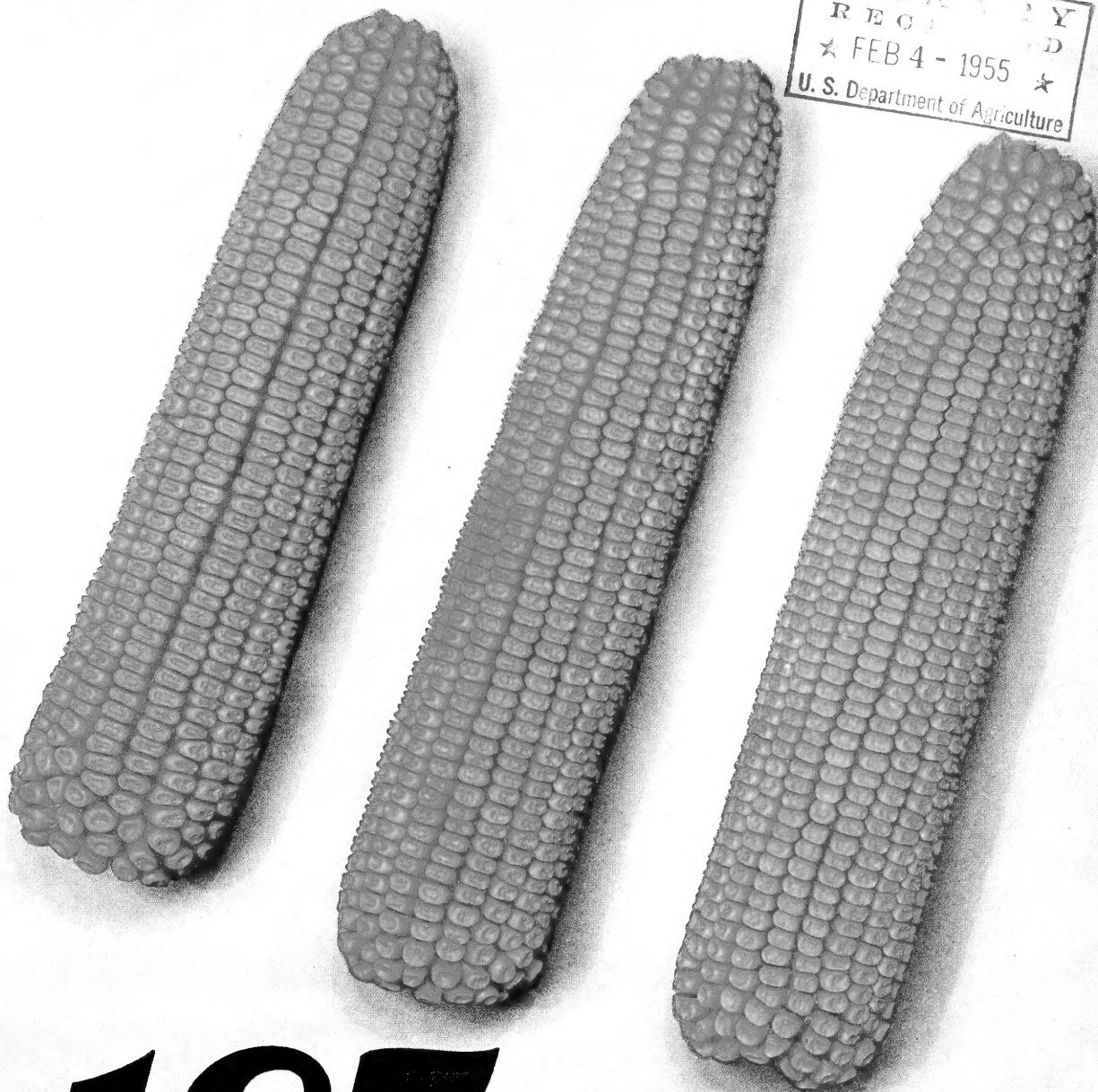


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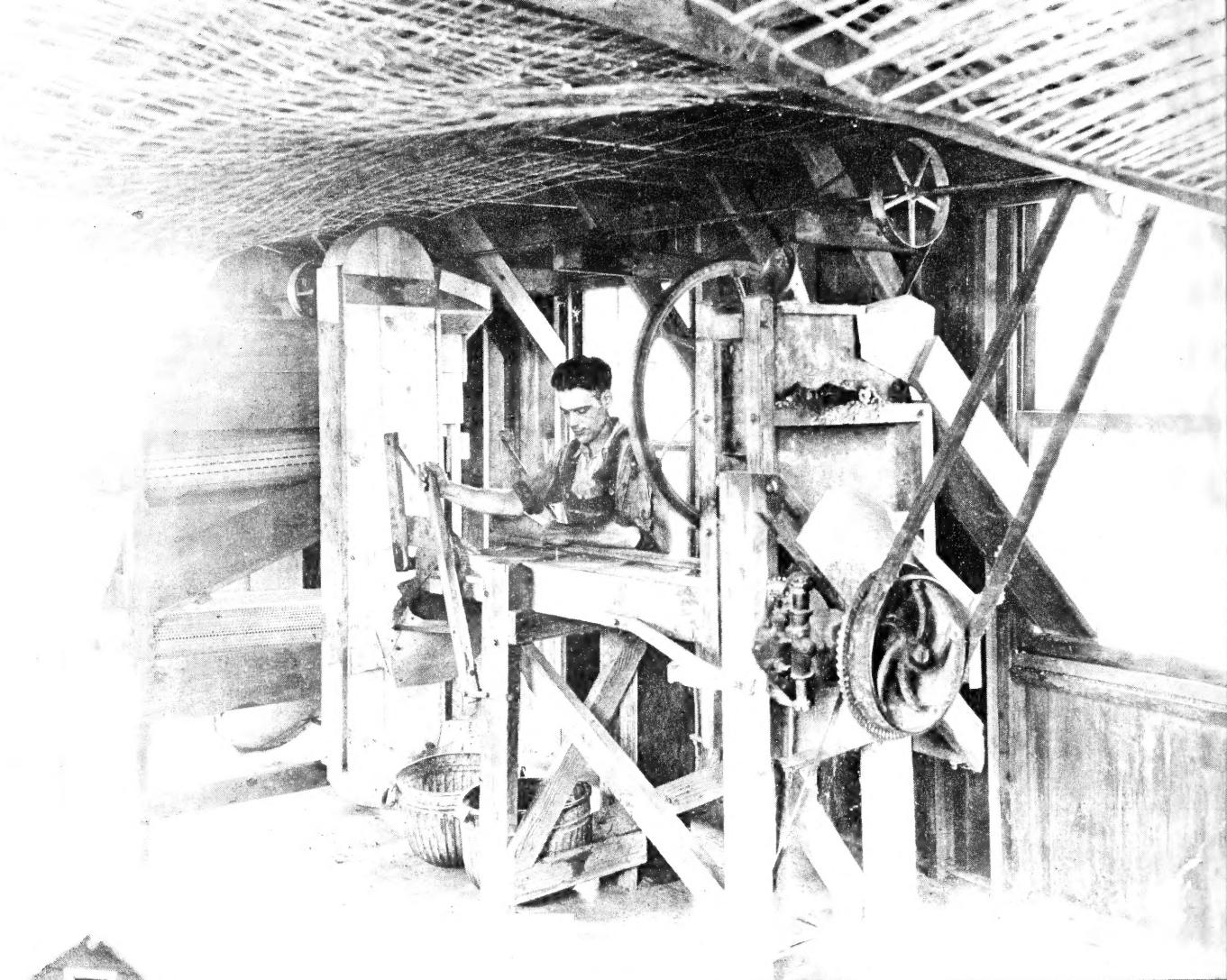


187 HYBRIDS

FROM INBREDS AND FOUNDATION SEED BY

1952

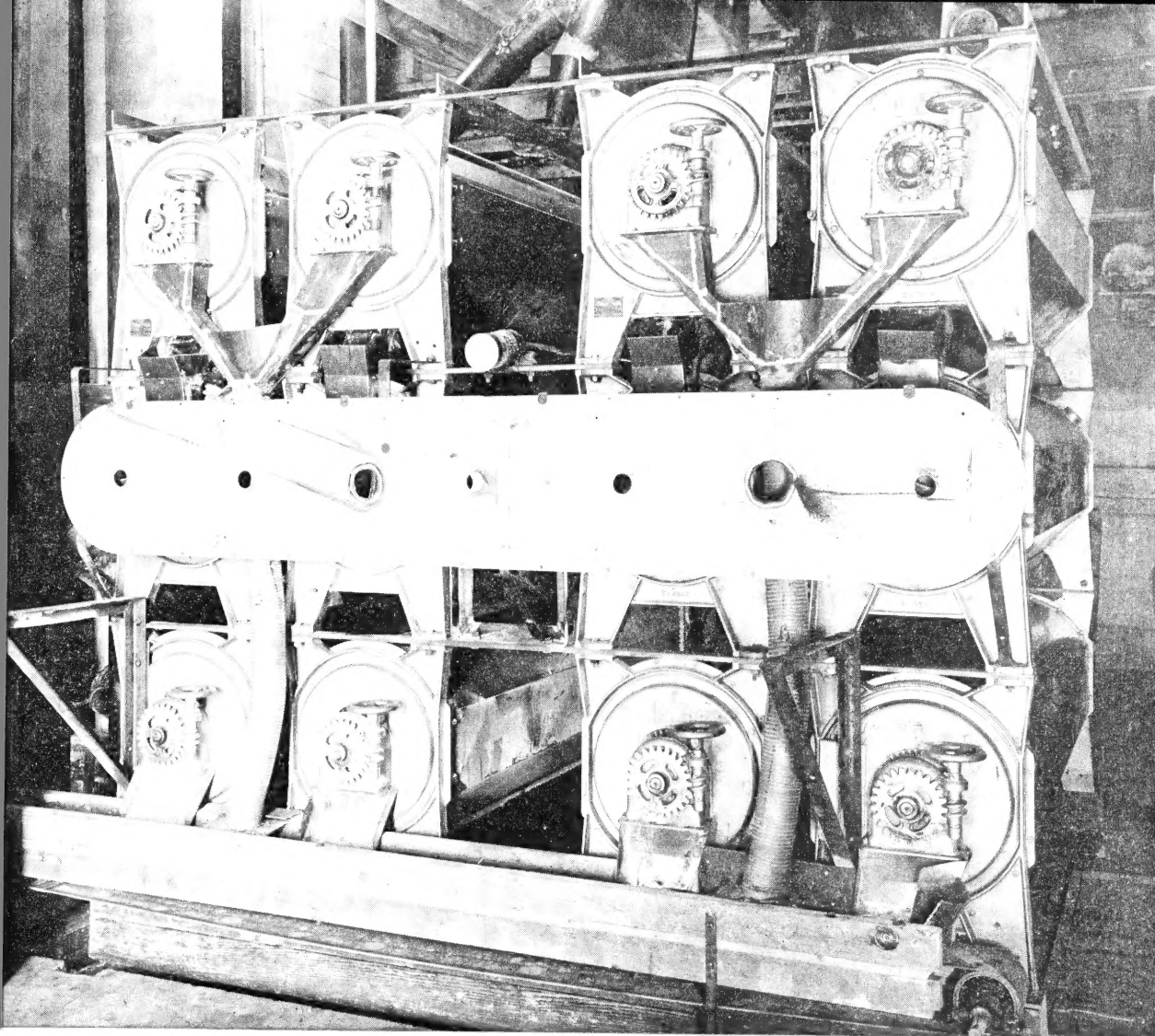
Lester Pfister



IT HAS TAKEN 27 YEARS TO

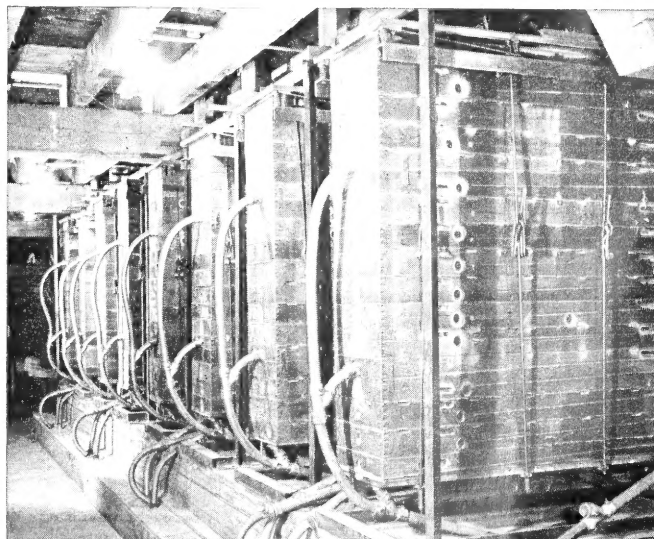
In their present state of perfection, the 187 Hybrids represent a total of 27 years of constant study, selection, breeding and cross breeding. In his early hybrid-producing days, Lester Pfister loft-dried his best ears in his first seedhouse shown in the pictures on this page. In the illustration above, Lester is running seed through his first grader, which, though obviously of crude construction, was considerably faster and more accurate than hand grading. The pictures on the right-hand page show types of machines now used in the same operation. The spectacular difference between the past and present graders represents thousands of little adjustments and improvements.





DEVELOP THE *187 Hybrids*

Just as the methods and machinery for *handling* and *grading* corn have been constantly improved, so have the best traits of the 187 Hybrids been isolated and strengthened. In the extensive research program that Lester Pfister has carried on for more than 27 years the guiding thought has been to let "the weaklings die." Many thousands of inbred plants have been tested and rejected, hundreds of crosses were turned down as "not good enough," until finally, the 187 Hybrids emerged as the dependable seed with a record of good performance under adverse conditions and *better* performance under favorable circumstances.

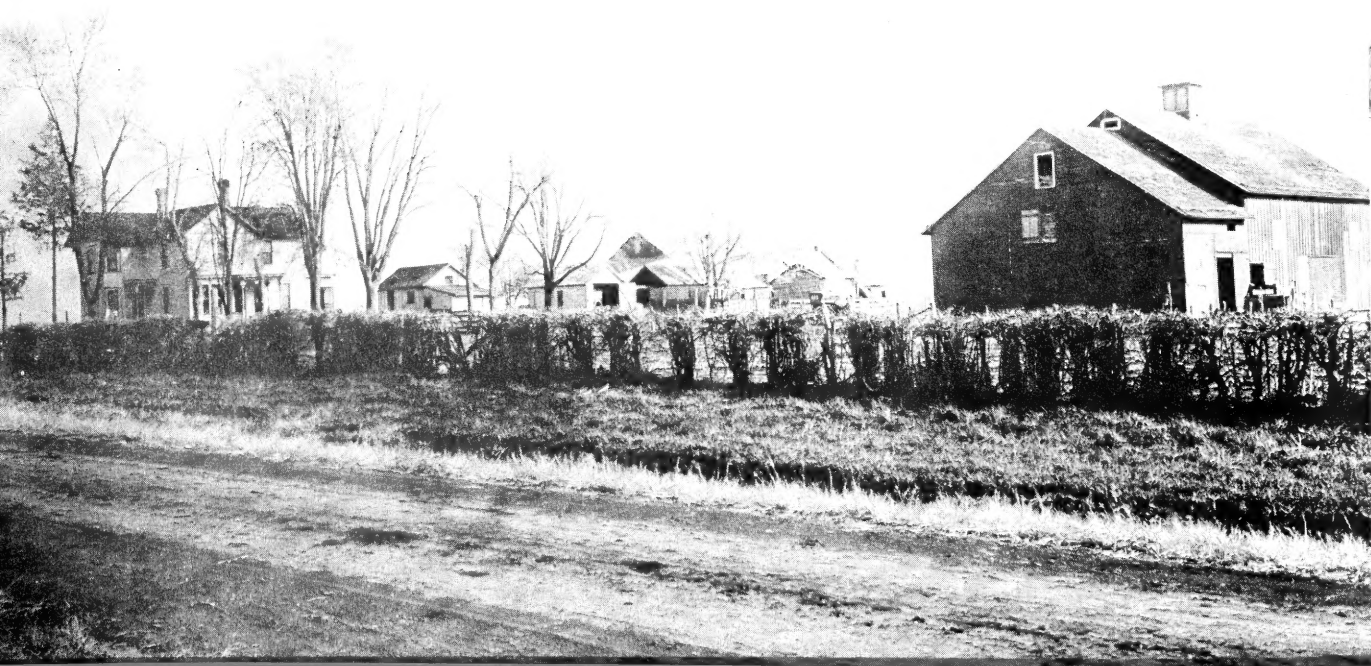


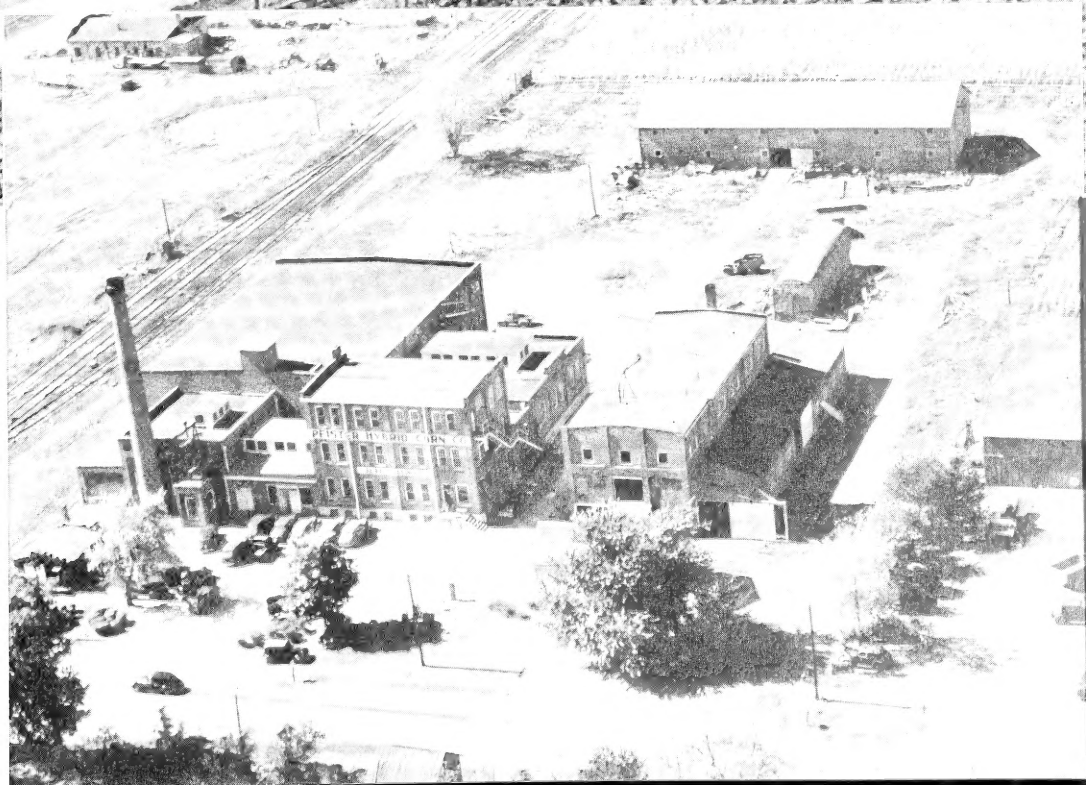
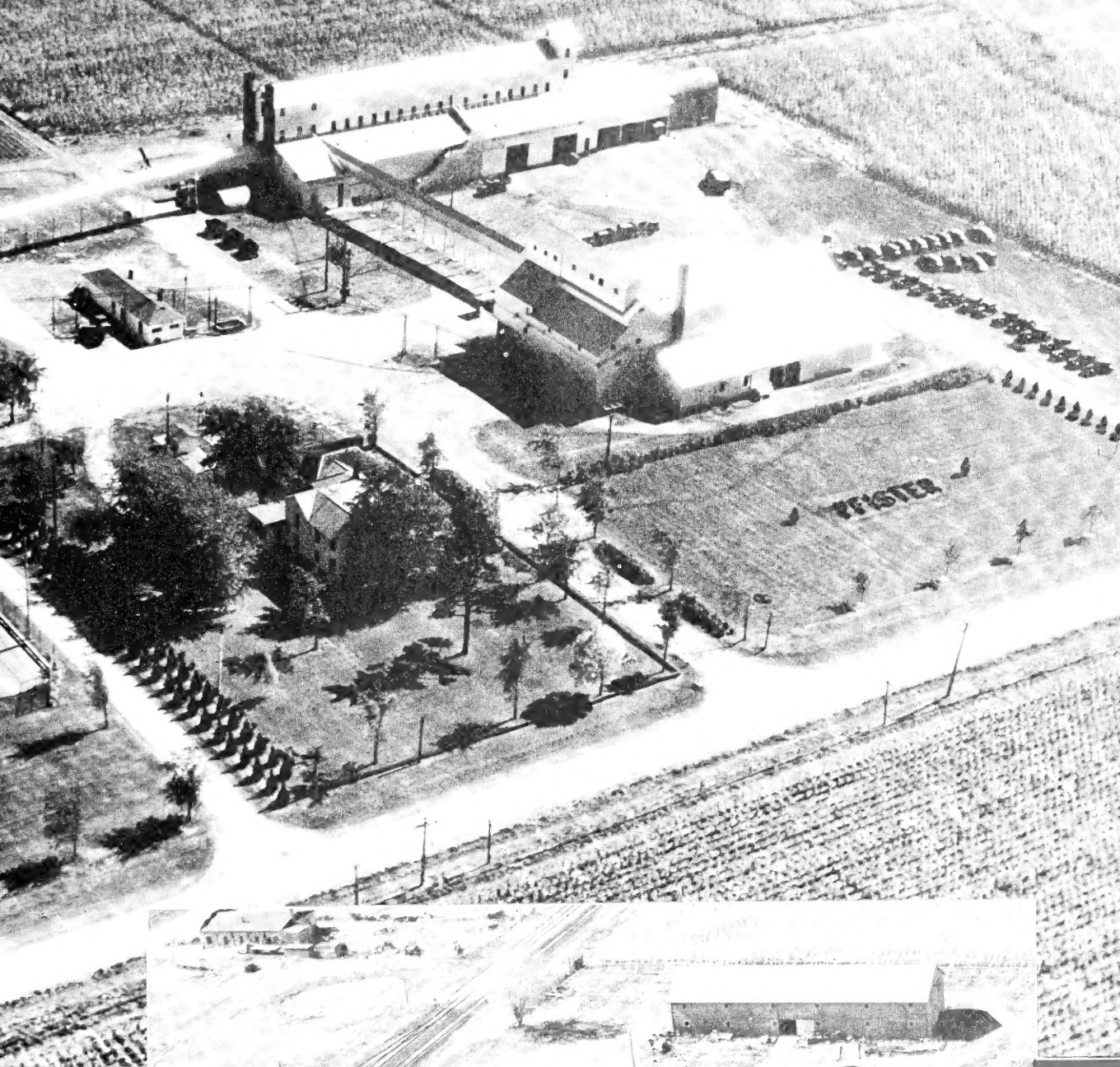
CORN BELT FARMERS *like* 187 HYBRIDS

Lester Pfister sold his first hybrid seed to a few of his neighbors, but today thousands of farmers throughout the entire corn belt plant his 187 Hybrids. The second seedhouse is shown in the center of the picture below. The present seed processing plants are shown at the right and lower right — 202,950 square feet or about 4½ acres of floor space all used in the drying, grading and storing of 187 Hybrids.

Corn farmers are businessmen — in a business that requires a great investment in land, buildings and equipment. The cost of seed corn, per acre, is extremely small when compared with other costs of farming. Hybrids differ very little in price per bushel — yet the choice of the *right* hybrid frequently determines the difference between a small and large profit. The steady growth in demand for 187 Hybrid seed points up one fact — it is *the* hybrid for dependable income.

Look at the hybrids on the following pages — and talk with your local 187 Hybrid dealer about the one best suited for your soil type and locality.





THREE NEW HYBRIDS

**They were available for the first time in 1951
and are offered again this year
in limited quantities.**

LP 555

This medium-early maturing hybrid produces a *heavy* yield of *excellent quality* grain. These two characteristics, with its lodging resistance and corn borer tolerance, make LP 555 one of the best hybrids ever offered to Corn Belt farmers. The stalks are of medium height, the ears well-placed, and it is well adapted to a wide variety of soil types in the North Central, Central and South Central sections.

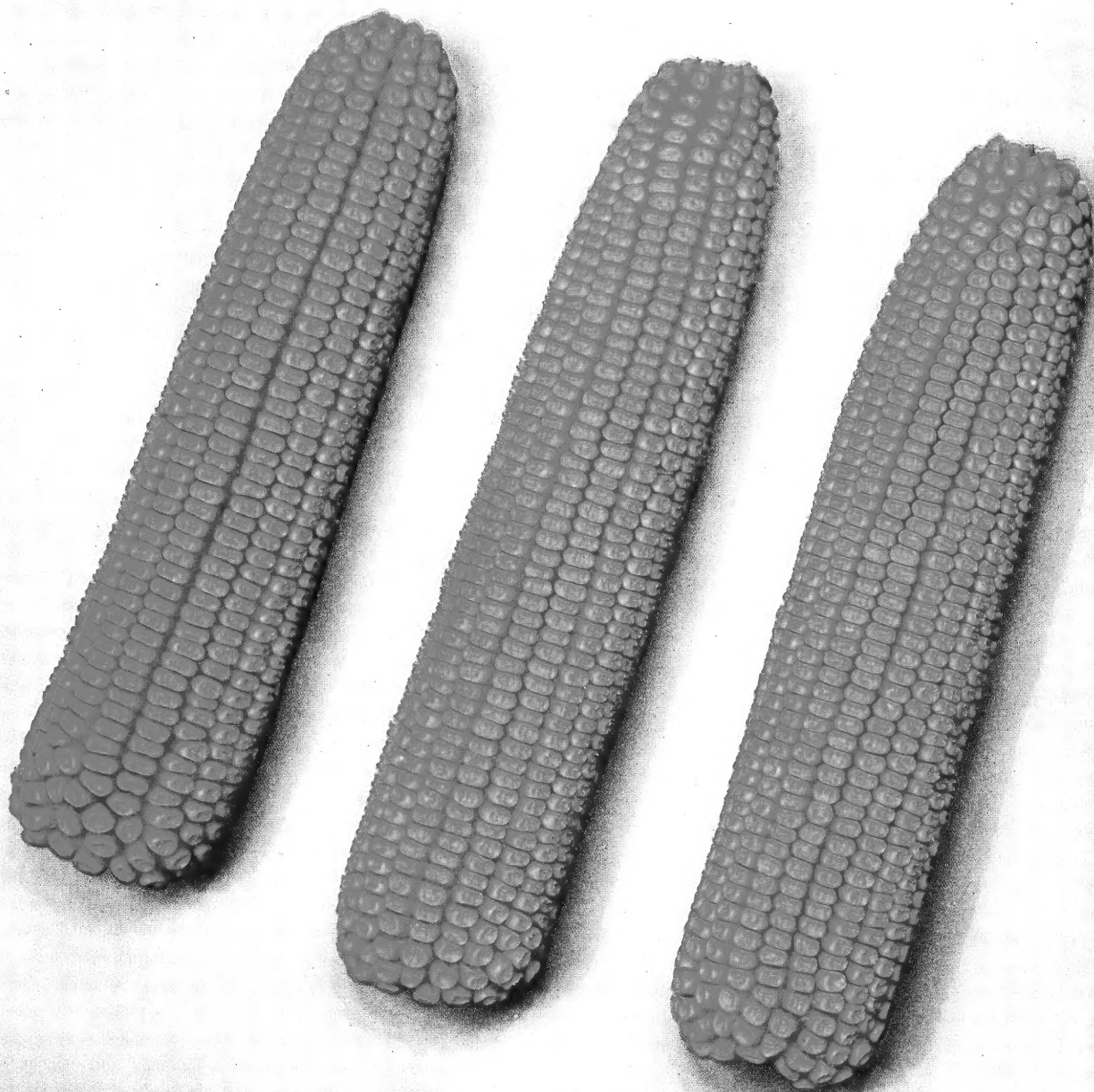
LP 666

This is an outstanding new hybrid into which have been combined all of the desirable characteristics of high yield, lodging resistance, corn borer tolerance, quality, and wide adaptability to soil types. The stalks are of medium height, and the large cylindrical ears are well placed. If your farm is in the Central, South Central or Southern section of the Corn Belt, you will find LP 666 highly satisfactory.

LP 777

A truly distinctive hybrid of medium maturity, well adapted to a wide range of seasonal conditions and soil types. It does *especially* well on the lighter type soils. The stalks are of medium height with well placed utility type ears. The plants are lodging resistant and corn borer tolerant. Test plot results indicate that LP 777 is the coming champion in the Central, South Central and Southern sections of the Corn Belt.





**THESE HYBRIDS ARE FROM NEW INBRED LINES DEVELOPED
BY US AND NEVER RELEASED FOR ANY PURPOSE**



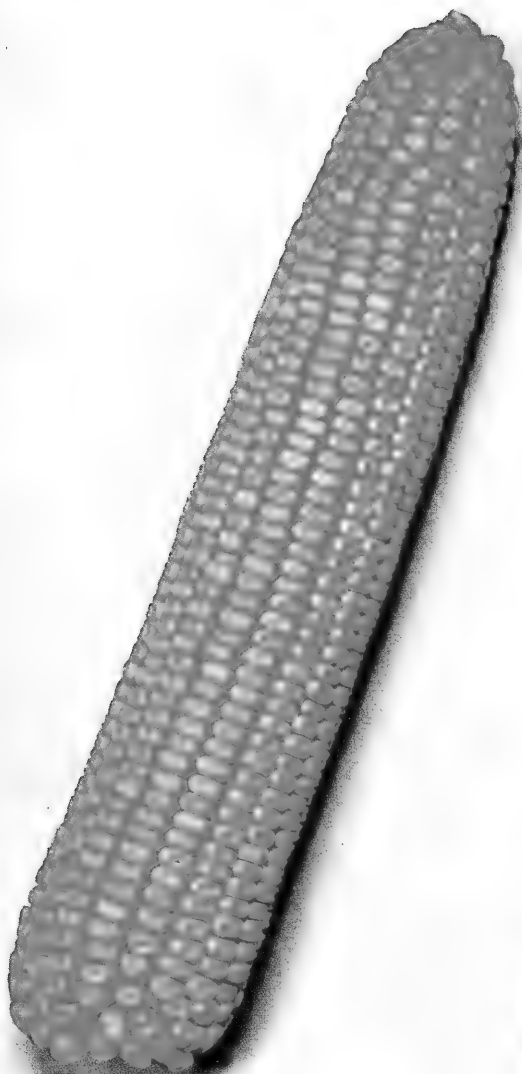
LP 112

A new early hybrid developed by the Pfister Hybrid Corn Co. Ears are large and well formed with medium rough kernels. Stalks are medium to low in height with ears well placed on the stalks. It has excellent standability and very vigorous seedlings which start fast. This is the earliest hybrid ever produced by us. It is well adapted to the North and North Central sections of the Corn Belt.



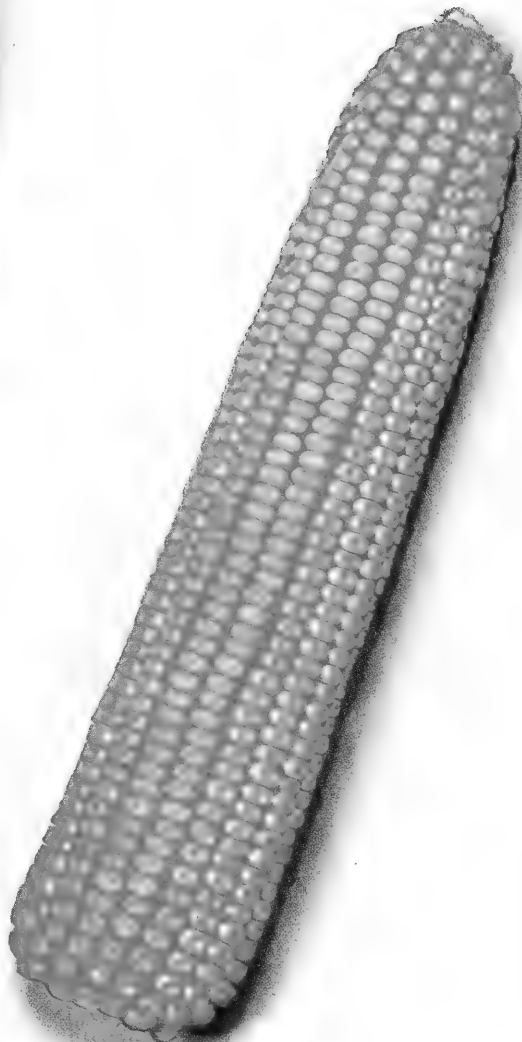
LP 123

Large eared, deep grained, medium-early maturing hybrid. Medium height stalks and ears, sparse foliage. Combines high yield and early maturity. Well adapted to feeding. Has wide range of adaptability.



LP 260

One of the favorite medium early hybrids. Resistant to corn borer, adapted to wide range of soil conditions. Grain of excellent quality, lodging resistant, widely used in North Central and Central sections. Steadily growing in popularity.



LP 280

Medium early maturing hybrid, large eared, dark green foliage, stiff stalks and ears medium height. Widely used in North Central sections. Adapted to North Central and Central sections.





LP 360

One of the oldest and best known hybrids in production today. Developed by Lester Pfister when the hybrid business was in its infancy. Unsurpassed where high yield, shelling percentage and quality are desired. Adapted to North Central and Central sections.

LP 360 I

Introduced two years ago this hybrid has been steadily gaining in popularity. It combines high yield, quality and standability to make a dependable hybrid for the Central and North Central sections.



LP 380

One of the best hybrids in production today with a wide range of adaptability. Stalks and ears are medium height. Excellent quality. Lodging resistant. Very dependable year after year. Used in North Central, Central, and South Central sections.





LP 4897

One of the Corn Belt favorites, excellent quality, heavy dark green foliage, resistant to drought, disease and insects. Medium large cylindrical ears. Medium early maturity, stalks and ears medium height. Used in North Central, Central and South Central sections.



LP 5897

A very uniform, medium early hybrid. Adapted to a wide range of soil and seasonal conditions. Grain excellent quality and plants are dark green and of medium height. Ears similar to 380. Used in North Central, Central and South Central sections.





LP 1897

The hybrid that has grown by its performance over a wide area because of its ability to adjust itself to variable conditions. Large cylindrical ears, deep grains, medium height, stiff stalks, grain of good quality. Adapted to wide range of soil types and is used widely in Central, South Central and Southern sections.



LP 456

An outstanding hybrid. Combines the desirable characteristics of high yield, quality, adaptability and lodging resistance into one great hybrid. Ears are medium height on stalks, and are large and cylindrical. Well adapted for North Central, Central and South Central sections.



LP 7892

Medium-late maturing, large eared, stiff stalked hybrid with a wide range of adaptation. Grains are very deep and of good quality. Adapted to Central, South Central and Southern sections.

LP 164

One of our truly great hybrids, large eared, deep grained, stiff stalked with medium height ears, grain of good quality. Medium-late maturing and widely used in Central and South Central sections.





If there were only **ONE HYBRID . . .**

. . . there would be many dissatisfied farmers — because no single hybrid could perform to please all users. Soils, locations and farmers' individual preferences combine to influence the popularity of seed corn. No amount of experimenting by a hybrid seed producer can possibly deter-

mine which hybrid will perform best on each individual farm. We recommend that you discuss your preference with your 187 Hybrid dealer and select several numbers that fit your needs. After a season or two of small-scale experimenting, you will know which 187 Hybrid satisfies you.

Order your **187 Hybrid Seed NOW!**

. . . AND GET THE HYBRID NUMBER AND GRADE SIZE YOU WANT FOR 1953.

Policies

The Pfister Hybrid Corn Company and the Pfister Corn Company are corporations owned and operated by the Lester Pfister family and devoted exclusively to the production and sale of hybrid seed corn produced from inbreds and foundation seed developed by Lester Pfister during the past twenty-six years.

The Pfister Hybrid Corn Company was organized by Lester Pfister in May 1936. It is an independent corporation not associated either directly or indirectly with any other hybrid seed producer. This company, under the personal management of Lester Pfister, owns and operates its own production and processing equipment. It is responsible for all production details and the maintenance of standards of all commercial hybrid seed bearing the name of Lester Pfister on the bag.

Pfister Corn Company was organized for the sale and distribution of all hybrid seed grown and processed by the Pfister Hybrid Corn Company. In recognition of its responsibility to provide adequate supplies of the hybrids and grade sizes preferred by its customers, the Pfister Corn Company has adopted the following policies:

Future Orders — Future orders are, in effect, reservations for the customers' requirements, subject to confirmation following price announcement.

New Orders — New orders, for which no reservations have previously been made, will be accepted by the company, in the order received, (following price announcement) if there is an unsold supply of the hybrid and grade size specified on the order.

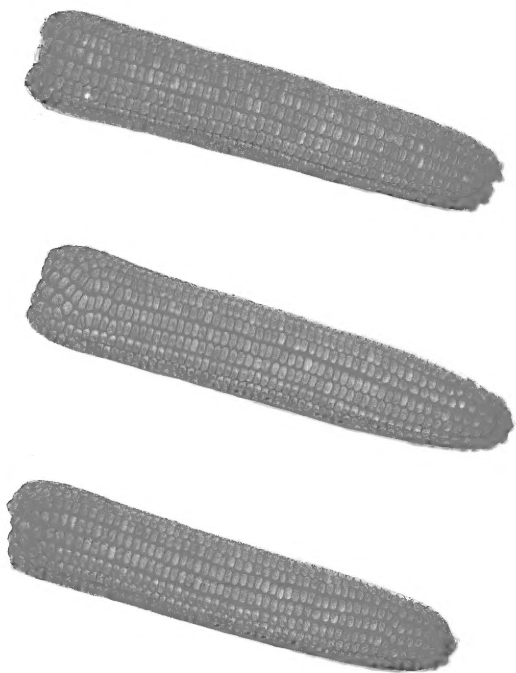
Guarantee — All hybrid seed corn sold by the company is guaranteed at time of delivery to equal grade, quality, and germination specifications shown on the tag attached to the bag. In the event the customer inspection and germination tests show the seed to be other than as represented, the seed may be returned within 21 days following date of delivery and the purchase price will be refunded.

Returned Seed — Returned corn cannot be accepted by the company or the company's dealers (unless found to be other than as represented on the tag) since delivery of seed to customers prevents any possible re-sale of that corn.

PFISTER HYBRID CORN COMPANY
PFISTER CORN COMPANY
Lester Pfister, *President*

*Independent corporations neither directly nor indirectly
associated with any other hybrid seed producer*





PFISTER CORN CO.
EL PASO, ILLINOIS